

# EXHIBITOR REGISTRATION FORM

## VIRGINIA FOOD AND BEVERAGE EXPO

***Set Sail for a New World of Taste!***

March 22, 2006 • Greater Richmond Convention Center • Richmond, Va.

**SAVE \$25! Complete and postmark your registration by January 27, 2006.**

*Booths reserved on a first-come, first-served, PAID-IN-FULL basis.*

**1. Fill out company information for show program.** (Information will be printed in the show program if your completed registration and payment are received by February 24, 2006.)

Company Name (as it should appear on booth sign and in show program): \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Web site: \_\_\_\_\_ E-mail: \_\_\_\_\_

### **2. Select booth size and cost.**

The Expo booth package includes the following: One parking pass per exhibitor for both Tuesday and Wednesday in the Greater Richmond Convention Center parking deck; exhibitor reception the night before the show at the Richmond Marriott Hotel; 8-ft. x 2-ft. table draped in white (two tables for double booth); blue carpeting; 8-ft. high fabric back and 3-ft. high side rails (blue and white); one wastebasket (two for double booth); one folding chair (two for double booth); one 7" x 44" booth identification sign; booth cleaning the night before the show; name badges for booth staff; listing in show program if registration received by Feb. 24, 2006. *Package does not include ice.*

#### **SAVE!! EARLY-BIRD REGISTRATIONS POSTMARKED BY 1/27/06**

Check One	Booth Size	Fee
	10' x 10' Without Electricity	\$260
	10' x 10' With Electricity*	\$315
	Double 10' x 20' Without Electricity	\$520
	Double 10' x 20' With Electricity*	\$630

#### **REGISTRATIONS POSTMARKED AFTER 1/27/06**

Check One	Booth Size	Fee
	10' x 10' Without Electricity	\$285
	10' x 10' With Electricity*	\$340
	Double 10' x 20' Without Electricity	\$545
	Double 10' x 20' With Electricity*	\$655

\*Basic electrical service is 110v-20 amp. Forms to order additional electricity, tables, chairs, etc. will be mailed to registered exhibitors.

### 3. Choose booth number.

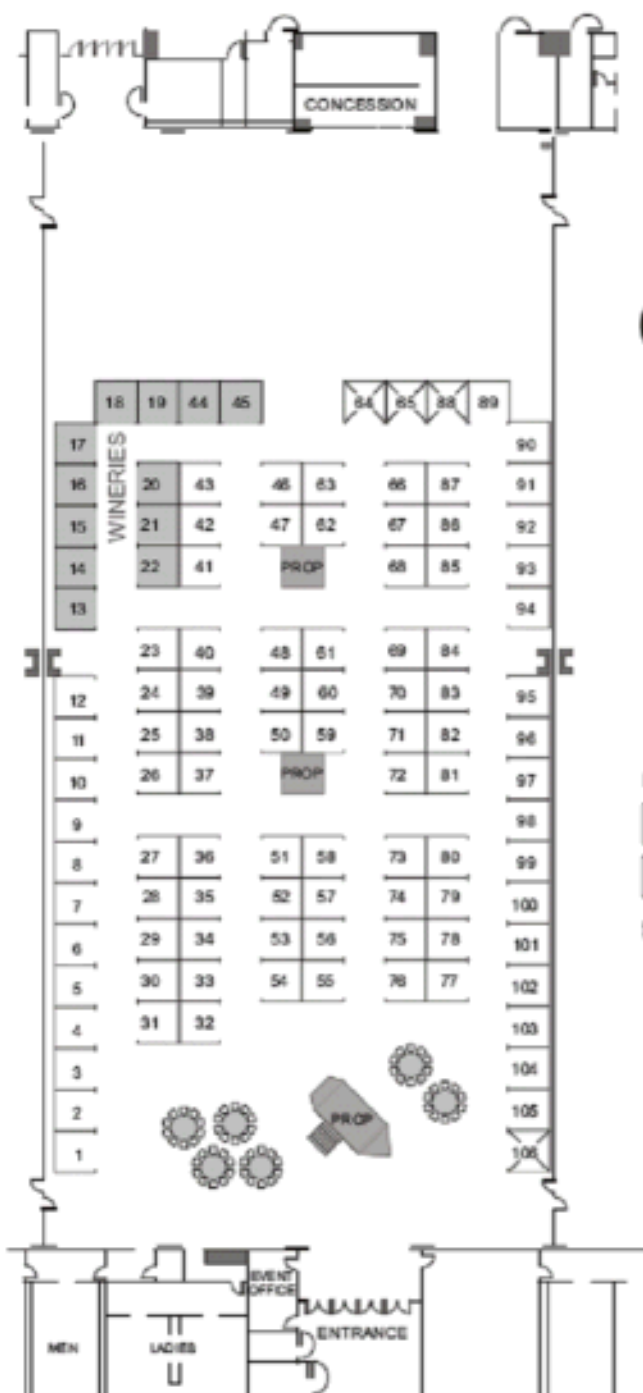
Note that wineries are grouped in one area. Select a first, second and third choice. We will do our best to accommodate your choices; however, we reserve the right to alter booth arrangements when unforeseen situations warrant it. Show management will finalize booth numbers closer to the show date.

\_\_\_\_\_ First Choice      \_\_\_\_\_ Second Choice      \_\_\_\_\_ Third Choice

## SHOW LAYOUT

Exhibit Hall B, Greater Richmond Convention Center, 300 North 5th Street

LOADING DOCKS



GREATER RICHMOND CONVENTION CENTER  
WHERE VIRGINIA  
MEETS THE WORLD.

Hall B

#### LEGEND:



10'x10' Booth



Reserved Booth



6-ft Table w/chairs

VA Food & Beverage Expo 3-22-06  
v.A3 (revised 9-23-05)

Prepared By:  
**EXHIBITS**  
INCORPORATED

**4. Describe your products for show program (no more than 15 words).**

Specify if certified organic, kosher, etc.

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**5. Indicate cooking, heating needs.**

As required by the Fire Marshall, list the appliances that you will be using if you plan to heat or cook in your booth. (Deep fryers or open flames for cooking not permitted.)

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**6. Answer the following questions.**

Has the Virginia Department of Agriculture and Consumer Services approved your company for official participation in the Virginia's Finest Trademark Program?      ☐ Yes      ☐ No

Are you a member of the Virginia Food & Beverage Association?      ☐ Yes      ☐ No

**7. Select payment method.**

☐ Check – Make payable to "Treasurer of Virginia".

☐ Charge (Circle one)    VISA    MASTERCARD

Card Number: \_\_\_\_\_

Expiration date: \_\_\_\_ / \_\_\_\_

Name on card (please print): \_\_\_\_\_

Signature (authorizes transaction): \_\_\_\_\_

**8. Mail this completed form and payment to:**

Virginia Department of Agriculture  
Va. Food & Beverage Expo  
P.O. Box 526  
Richmond, VA 23218

**VDACS USE ONLY**  
Cost Code: 406  
Revenue Code: 09060

# **EXHIBITOR GUIDELINES AND INFORMATION**

## **Who Can Exhibit?**

Exhibitors at the Virginia Food and Beverage Expo on March 22, 2006, must be Virginia companies that grow, produce or process a food or beverage product. Products must have a Virginia address on their label. Industry-related products or exhibitors are subject to show management approval. Contact Anita R. Showers at 804/371-7682 or [vaexpo@vdacs.virginia.gov](mailto:vaexpo@vdacs.virginia.gov).

## **About Your Exhibit**

- Address any special requirements for exhibit set-up and take-down to Exhibits, Inc., the official show decorator, at 804/788-4400. Exhibits, Inc. will maintain a service desk at Expo with personnel and extra equipment and furnishings to assist during move-in and move-out.
- All decorations for your exhibit must be flame retardant.
- Ice is not provided. To arrange for this, you must contact the Greater Richmond Convention Center's exclusive food and beverage vendor, ARAMARK, at 804/783-7303.
- You must provide your own carts or dollies to set up and take down your exhibit.
- Exhibits may not be higher than 8-feet tall and must not interfere with the view of any other booth.
- The use of music or methods of projecting sound beyond an exhibitor's booth is not allowed.
- VDACS reserves the right to require changes deemed in the best interest of the show.

## **Order Writing, Sampling Permitted; No Direct Selling**

Order writing and product sampling is permitted; direct selling is not. Samples and tastings as well as show specials are expected by buyers. Examples include: free products (baker's dozen), price discounts on show orders, free shipping for a limited time, in-store demos and point-of-sale materials, etc.

## **Virginia ABC Regulations**

Wineries and breweries may offer tastings. Any other spirit sampling will need to be discussed in advance with Shawn Walker at Virginia Department of ABC at (804) 213-4569.

## **Richmond Health Department Regulations**

Food servers and handlers in booths must wear plastic gloves and have disposable hand wipes available. Use only disposable plastic utensils for sampling. Universal or common utensils for tasting are strictly prohibited. Exhibitors are responsible for compliance with any other Richmond Health Department Regulations that may apply.

## **Richmond Fire Department Guidelines**

A copy of the regulations will be mailed to all registered exhibitors after receipt of registration form and payment. You may also view these guidelines through the Greater Richmond Convention Center's Web site: [www.richmondcenter.com/main/event-planning.asp](http://www.richmondcenter.com/main/event-planning.asp)

## **Pre-Show Promotions**

To help with your pre-show promotions to prospective buyers, a list of buyers pre-registered for the Expo as of February 14, 2006 will be mailed to all exhibitors who have reserved their booth by January 27, 2006.

**Best New Product Competition:**

Application forms and competition details will be mailed to exhibitors upon receipt of registration form and payment. Companies that enter the competition must be ready by 8:00 a.m. on March 22 for the judging.

**Refund Policy**

Full refunds will be granted to exhibitors who cancel by February 13, 2006; 50% refunds granted February 14-29, 2006 *unless* all booth space is re-rented in which case full refunds will be granted. No refunds granted for booth cancellations made March 1, 2006 or later.

**Expo Dates and Times to Remember**

- Show hours: Wednesday, March 22, 9:00 a.m.-4:00 p.m. Booths must be ready that morning no later than 8:30. Participants in Best New Product competition must be ready by 8:00 a.m.
- Set-up: Tuesday, March 21, 1:00-6:00 p.m. and Wednesday, March 22, 6:30-8:30 a.m. You must provide your own dollies and carts. Unloading/loading details to be announced.
- Take-down: Wednesday, March 22, 4:00-6:30 p.m. No take-downs before 4:00 p.m.
- Exhibitors' Reception: Tuesday evening, March 21 at the Richmond Marriott Hotel. Details to be announced.